As a Flight Attendant I do not think it is a good idea to allow cell phone usage during the entire flight. As it is right now you have at least ten passengers per flight using their cell phones while taxing in which means they are not hearing a word I am saying. So as they are deplaning they say what gate is my connecting flight at I was on my cell phone and did not listen to you. If this were an emergency evacuation and they did not hear my PA they would be in big trouble as they would have no idea how to evacuate the plane. This would endanger ever passenger's life on board that aircraft.